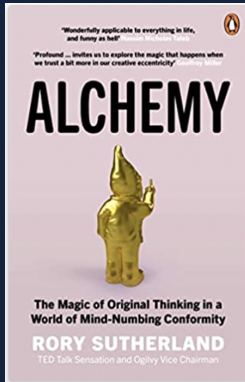


The Monday Revolution

Revolutionary Reads



Alchemy by Rory Sutherland

What is it about?

Discover the alchemy behind original thinking, as TED Talk superstar and Ogilvy advertising legend Rory Sutherland reveals why abandoning logic and casting aside rationality is the best way to solve any problem. In his first book, he blends cutting-edge behavioural science and a touch of branding magic on his mission to turn us all into idea alchemists.

He shows how economists, businesses and governments have it all wrong: we are not rational creatures who make logical decisions. Instead, the big problems we face every day, whether as an individual or in society, could very well be solved by thinking less logically. To be brilliant, you sometimes must be irrational.

What is in it for me?

Sutherland helps us rediscover the profound wisdom behind everyday human reasoning. He invites us to explore the magic that happens when we trust a little bit less in our focus groups and optimisation models and trust a bit more in our creative eccentricity.

What can I learn?

How to be an alchemist by being counter intuitive and irrational to solve problems - by adding some magic into your business and becoming a little less logical.

'Reading Alchemy was, as its title promised, the process of turning paper and print into gold. Veins of wisdom regarding human functioning emerge regularly and brilliantly from the pages. Don't miss this book.'

Start on Monday

Remind yourself that magic should have a place in our lives - it is never too late to discover your inner alchemist.

www.themondayrevolution.com